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Set your music in motion...





First, iPod put music in your pocket. Now it puts on a show. With support for up to 15,000 songs and up to 150 hours of video on a 2.5-inch QVGA color display, iPod gives you the ultimate music experience — sight and sound — in a lighter, thinner design. Available in classic white and dramatic black.

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❖ GET TO KNOW IPOD

The correct title of this article is iPod. The initial letter is capitalized due to technical restrictions.

The iPod is a brand of portable digital media player designed and marketed by Apple Computer. Devices in the iPod family provide a simple user interface designed around a central scroll wheel (with the exception of the iPod shuffle). The standard iPod model stores media on a built-in hard drive, while the smaller iPod shuffle and iPod nano use flash memory. Like most digital audio players, an iPod can serve as an external data storage device when connected to a computer. Discontinued versions of the iPod include two generations of the popular iPod mini and four generations of the full-sized iPod, all of which had monochrome screens except for the fourth-generation iPod with color screen (previously sold as iPod photo before it replaced the monochrome iPod in the top line). As of March 2006, the lineup consists of the fifth-generation iPod, which has video playback capabilities, the iPod nano which has a color screen, and the iPod shuffle; all three versions were released in 2005. The iPod is currently the world's best-selling digital audio player. The bundled software used for uploading music, photos, and videos to the iPod is called iTunes. A music jukebox application, iTunes stores a comprehensive library of the user's music on their computer, and can play and rip music from a CD. The most recent incarnations of iPod and iTunes have video playing and organization features. iPods originally developed a following among the tech-savvy.



Today, Apple's widespread marketing campaigns have led to the iPods' reputation as a easy-to-use, stylish device and dominance among the MP3 market (to the extent that some people refer to all MP3 players as "iPods"); this has led to a large market dedicated specifically to iPod accessories. Apple's proprietary actions regarding iPods and iTunes, however, have led to its criticism by some and legal battles outside of the United States.

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